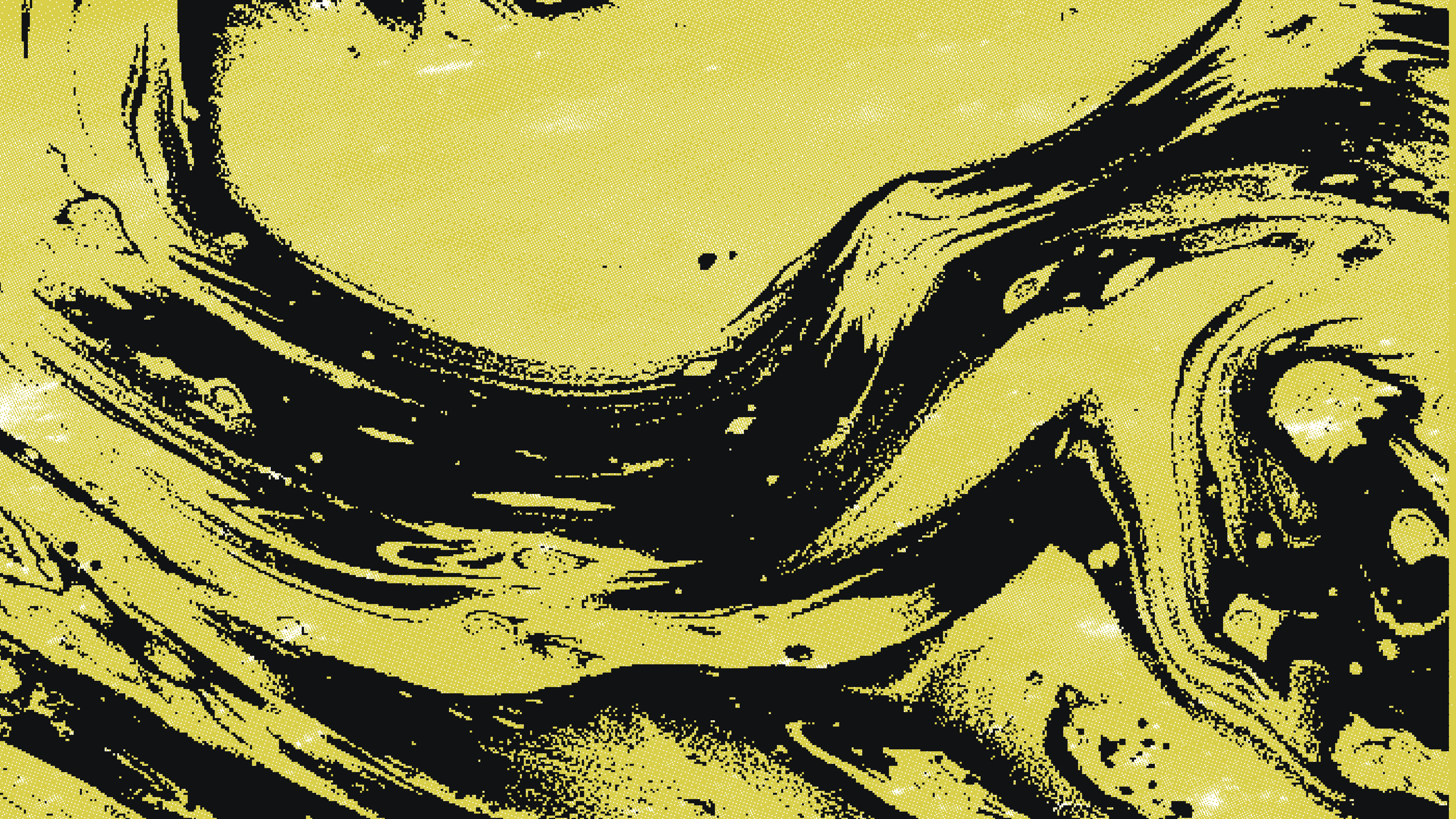


REVERB NOLLERD

A Sound Art Anthology from the
Walker Art Center's Archives





REVERB
NOLLERD

LONGPLAY:

FORMMAKING, HIERARCHY + JUXTAPOSITION.

GOALS + OBJECTIVES:

- Author & manipulate image and type; specific to subject matter.
- Create expressive image and type based compositions with clear hierarchies.
- Formal experimentation using a variety of processes.
- Develop an intermediate skill level in collage (integration of type, texture and image).
- Create purposeful narrative(s) & messages through editing and juxtaposing/sequencing type and image.
- Understand how visual principles of composition directly inform concept & communication.

This project was completed by Ngan Huynh in 2022 for the course Graphic Design II.

contents

WEEK 1: Research and Development

- Album first reactions - Visual sketches
- Tracklist - Word list
- Bedno matrix
- Visual research and inspiration
- Inventory found images

WEEK 2: Conceptualization

- 5 album concepts

WEEK 3: First Proof

- 2 design variations

WEEK 4: Second Proof

- Type studies with Acetate material
- 6-8 analog collage studies
- 2 fine-tuned variations

WEEK 5: Third Proof

- Final applied to photoshop template
- Printing and Mockups

WEEK 1

Research and Development

First Reaction - Visual Sketches



Word List - Tracklist

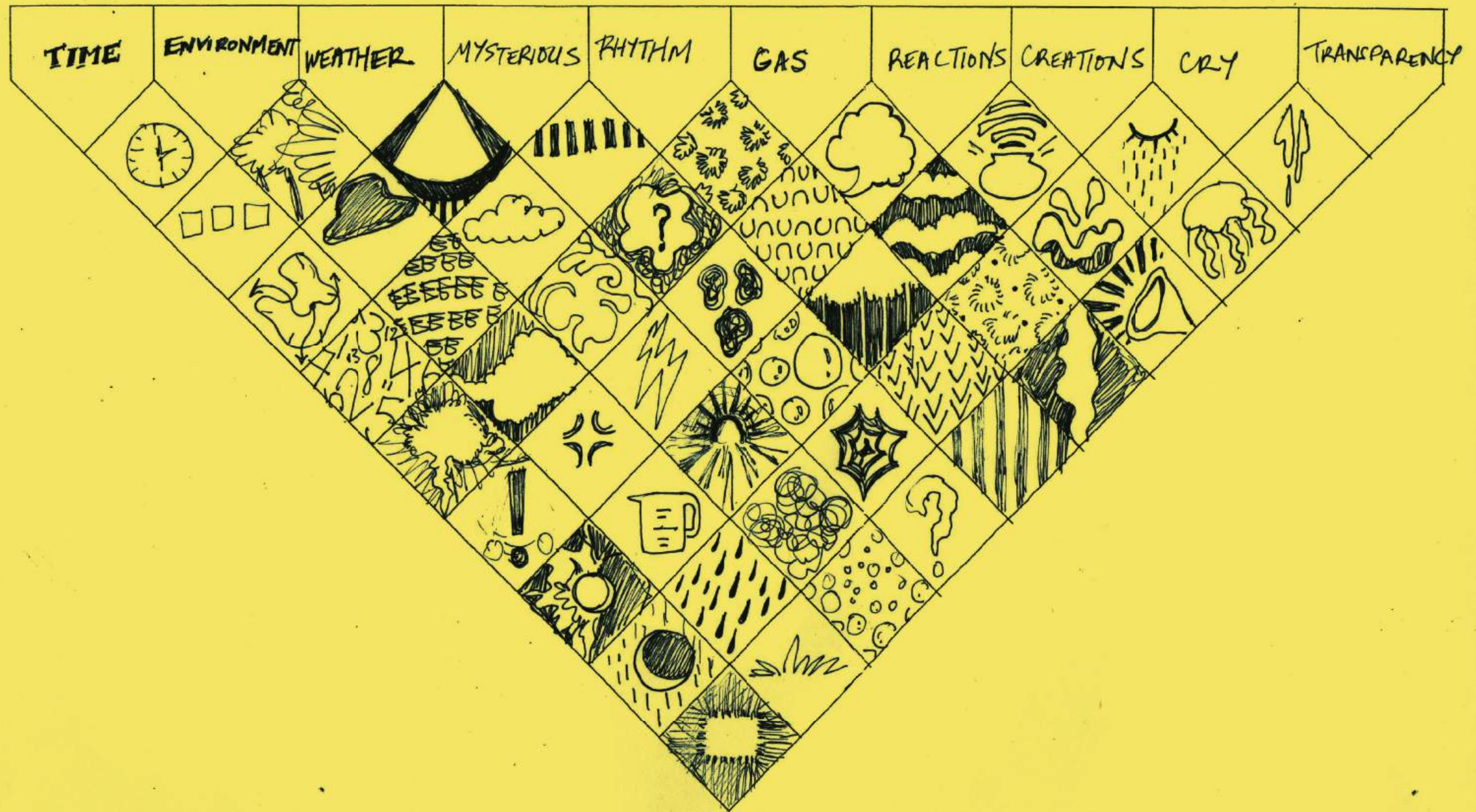
TECHNOLOGY *paper on recording* → tone/mood album

Church bell: holy, unity, harmony, transparency
 Windmill: static, rhythm, squeaky, pacing
 Cuckoo: owl, time, nostalgic, vintage, naptime, grandpa
 Steamboat: wave, breeze, chill, calm, bird
 Morse Code: uniform, order, static, beepbeep, hospital, army
 Teleprinter: fast, quick, steady, shaky, sewing machine, factory
 identity Foghorn: serious, fog, scary
 Typewriter: ready, deadline, unity, together
 Metal detector: on edge, uncomfortable, messy, chaotic
 Film projector: wave, nature, steady, fun, rowdy

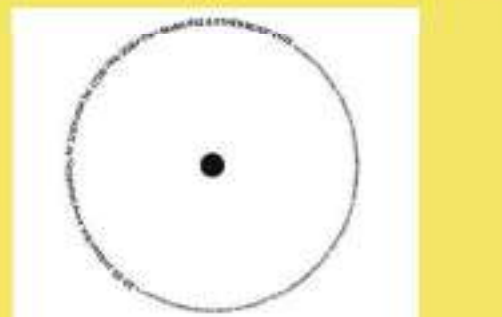
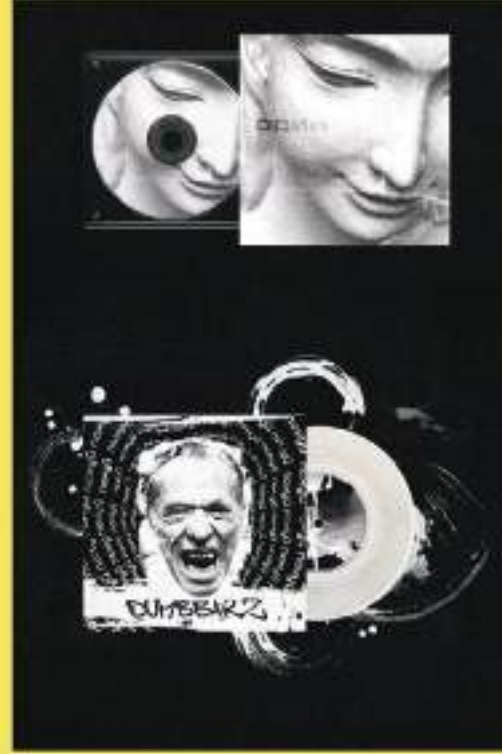
geiger counter: static, dots, rain, pulp
 Router: race, air, grass, share
 liquid rocket: serious, smoke, steam, foggy, dull
 Civil Alert: eerie, cry, anxious
 Radar echoes: cricket, icky, mysterious
 Pulsar monitor: pacing, anxious, scary, uncomfortable
 MRI Body scanner: shifty, unrhythmic, annoying
 PLAYLIST: linear, vintage, eerie, foggy, past, nostalgic

- 01 Church Bells (1000 BC)
- 02 Windmill (500-900 AD)
- 03 Cuckoo Clock (17th Century)
- 04 Mississippi Steamboat (1807)
- 05 Morse Code (1830s)
- 06 Teleprinters (1841)
- 07 Foghorn (1853)
- 08 Typewriter (1868)
- 09 Metal Detector (1881)
- 10 Film Projector (1895)
- 11 Geiger Counter (1908)
- 12 Router (1915)
- 13 Liquid Rocket (1926)
- 14 Civil Alert Sirens, England (1940s)
- 15 Radar Echoes from the Moon (1946)
- 16 Pulse Monitors (1977)
- 17 MRI Body Scanners (1977)

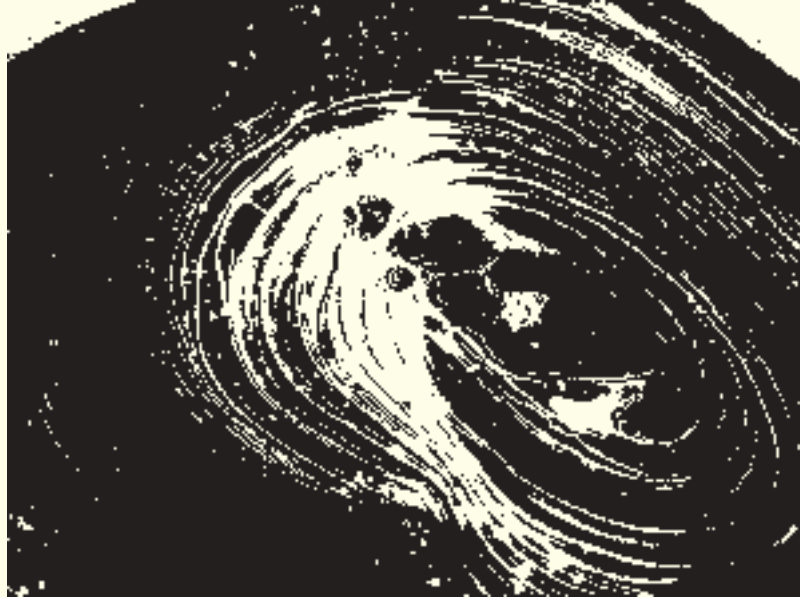
Bedno Matrix



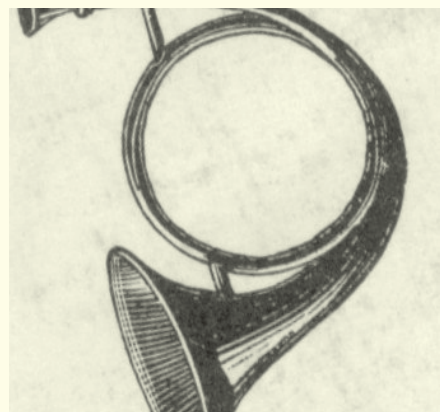
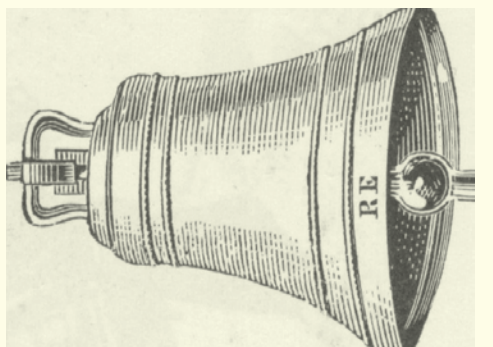
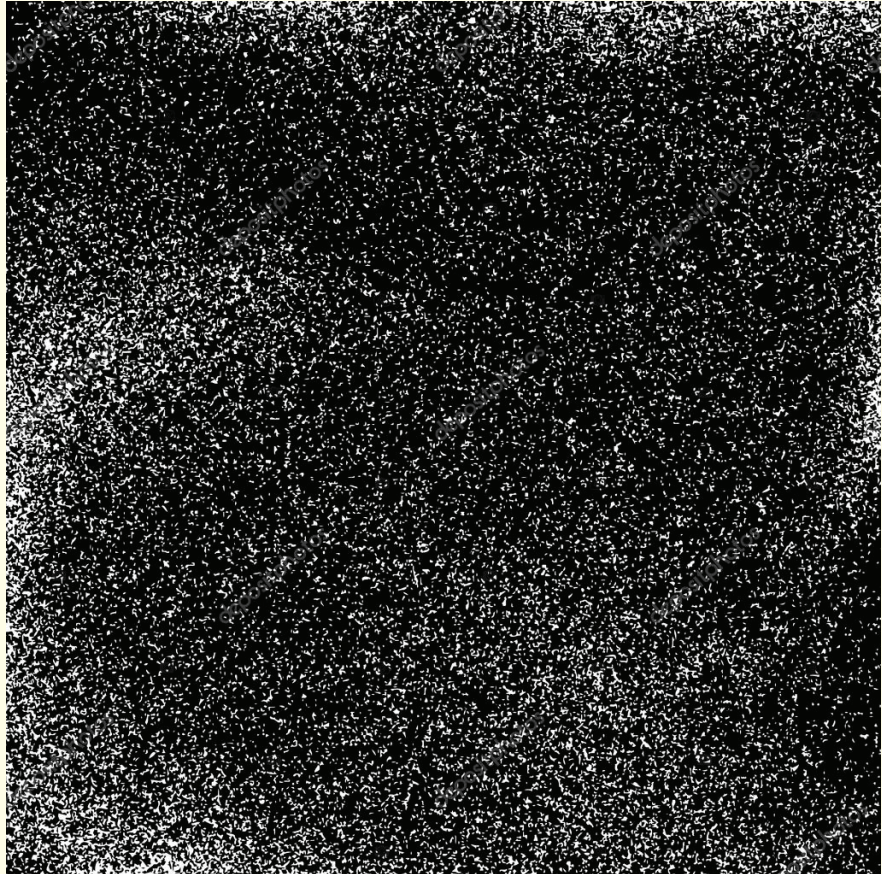
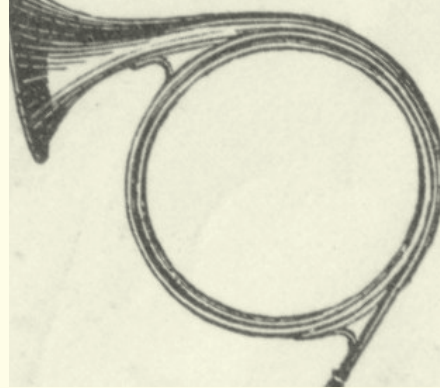
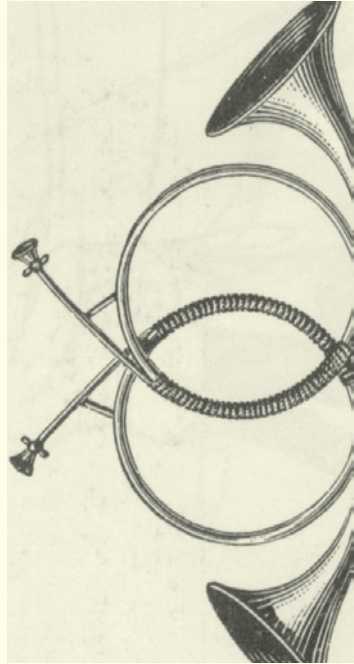
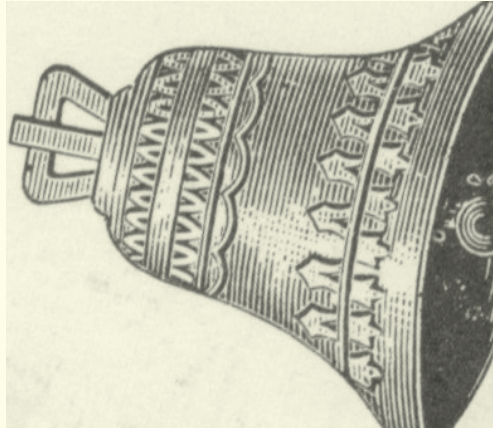
Visual Research and Inspiration



Found Images + Assets



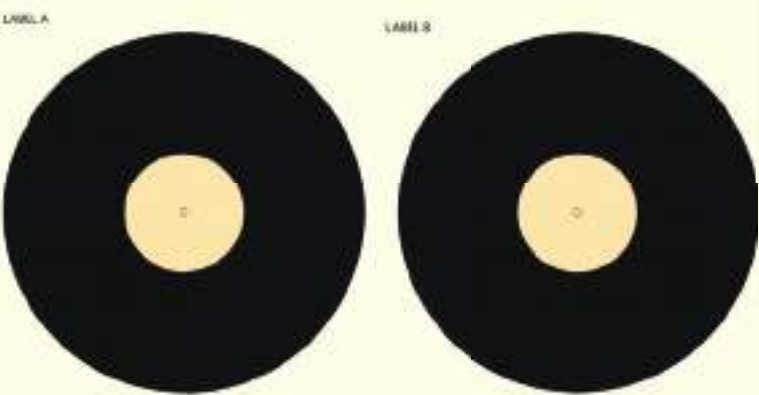
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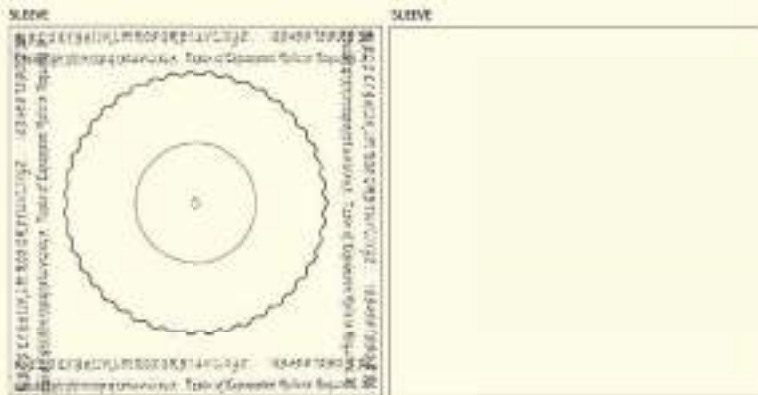
WEEK 2

Conceptualization

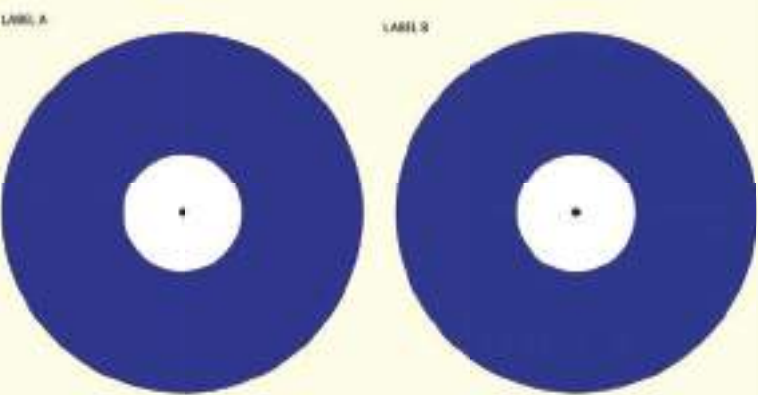
5 Album Concepts



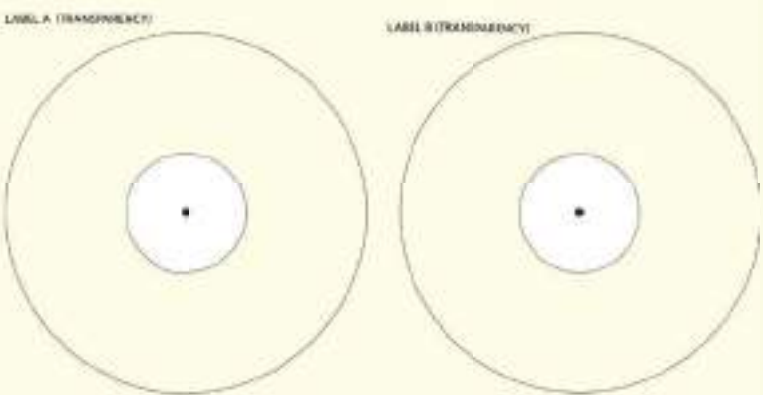
CONCEPT 1: THE SOUND OF SCHWYNSNESS, ECHO, LIGHT AND DARK



CONCEPT 2: THE ECHOES OF THE SOUND, THE ALPHABET AS THE MUSICAL NOTES



CONCEPT 3: THE WINGE IMAGES OF TECHNOLOGY, THE IDEA OF WOMEN BEING AT WORK AND NOT GETTING RECOGNITION



CONCEPT 4: THE SILENT OF TECHNOLOGY



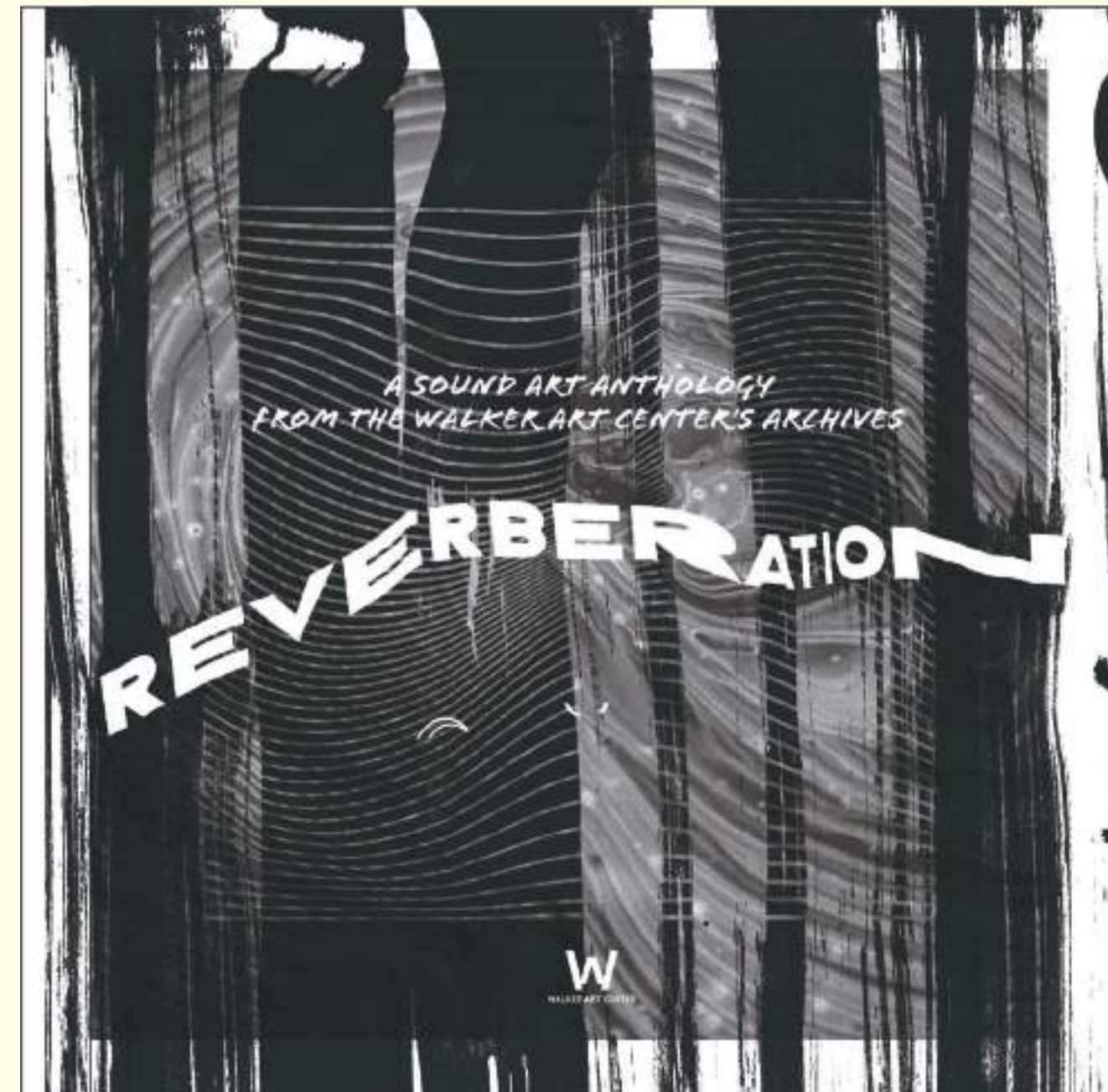
CONCEPT 5: THE CHAOS, THE BINGO, THE SCRATCHNESS, THE NOSTALGIC FEELING THIS PLAYLIST GIVES

WEEK 3

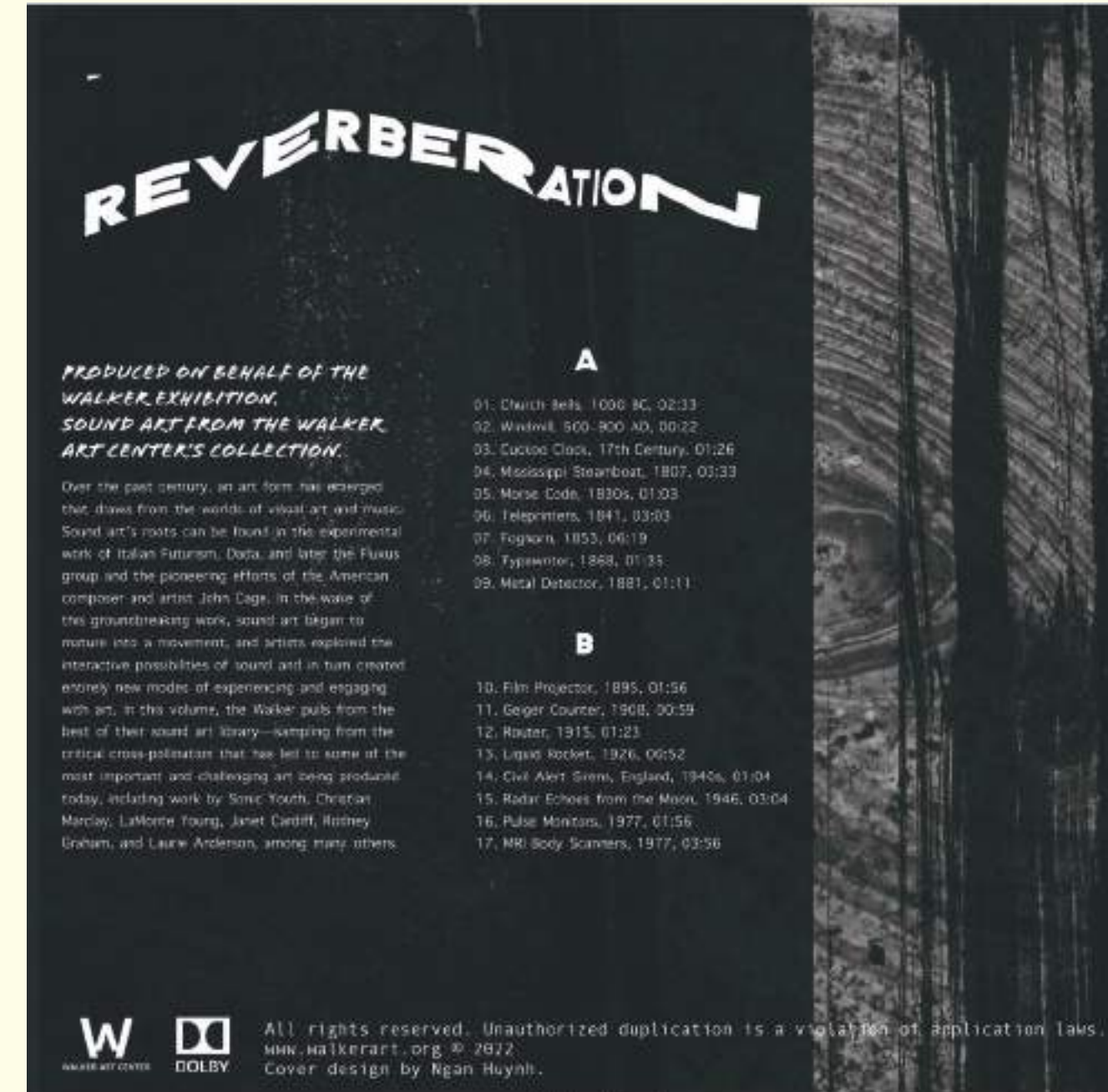
First Proof

First Idea

Front Jacket



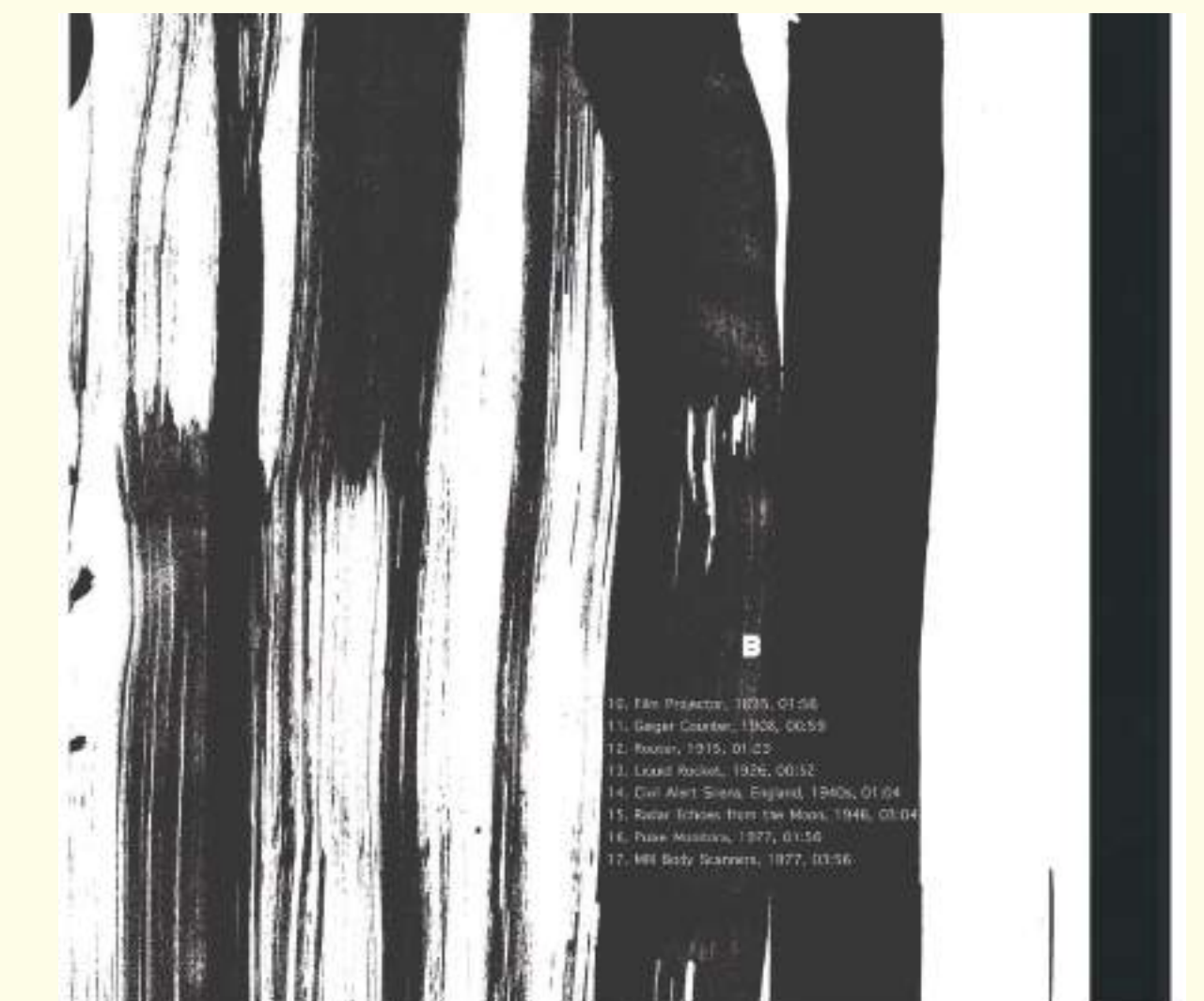
Back Jacket



Sleeves

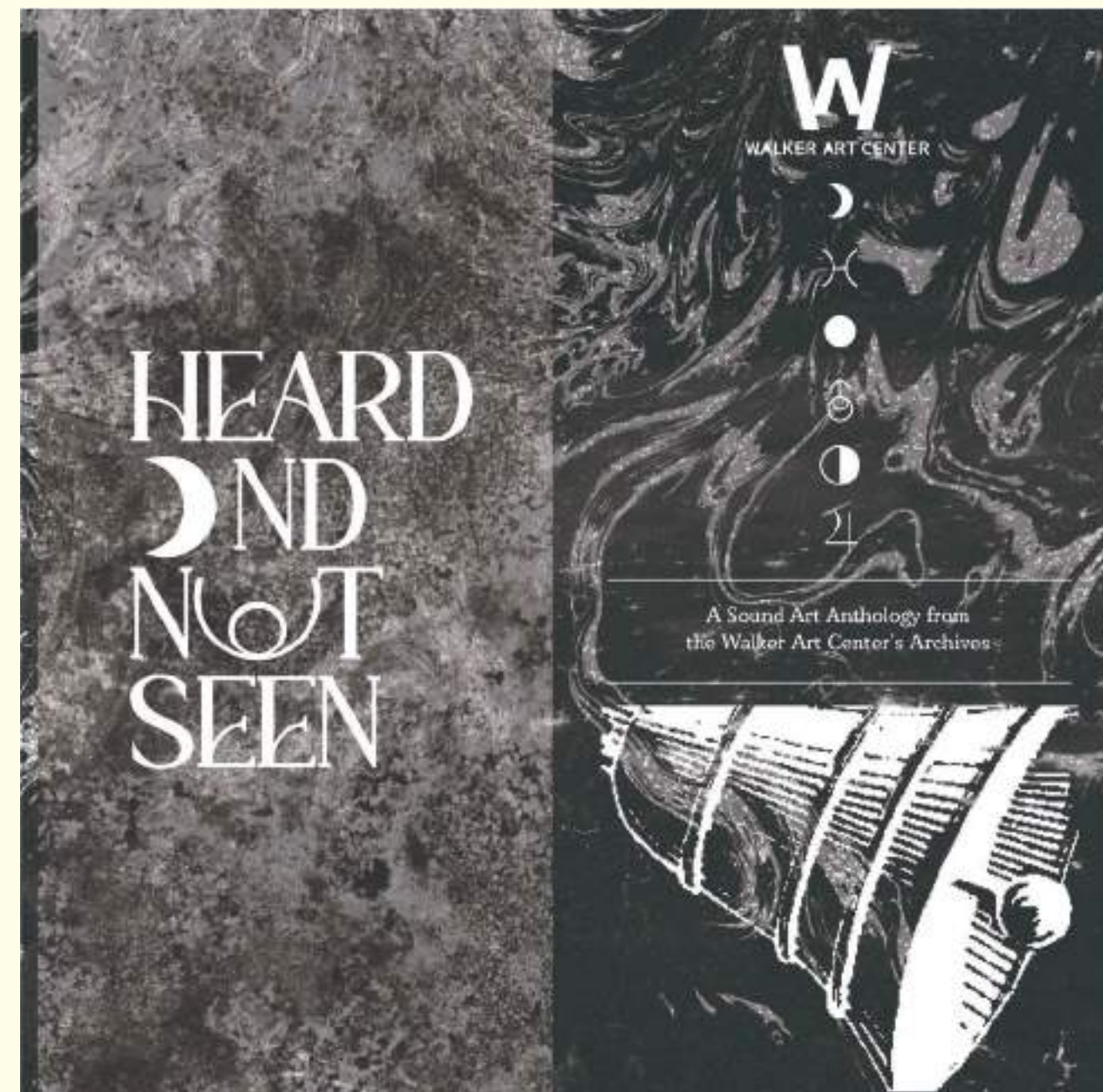


Vinyls + Labels

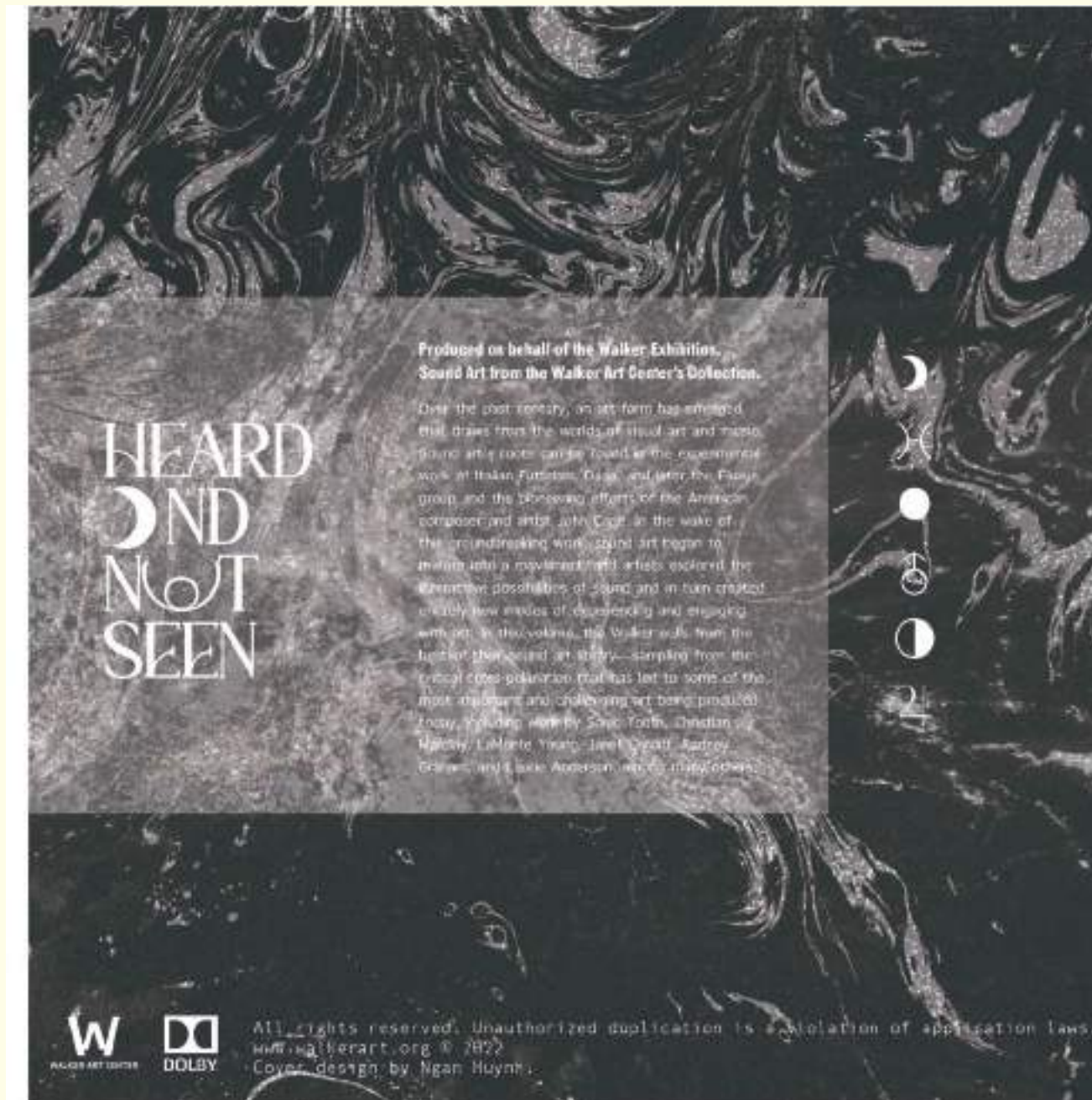


Second Idea

Front Jacket



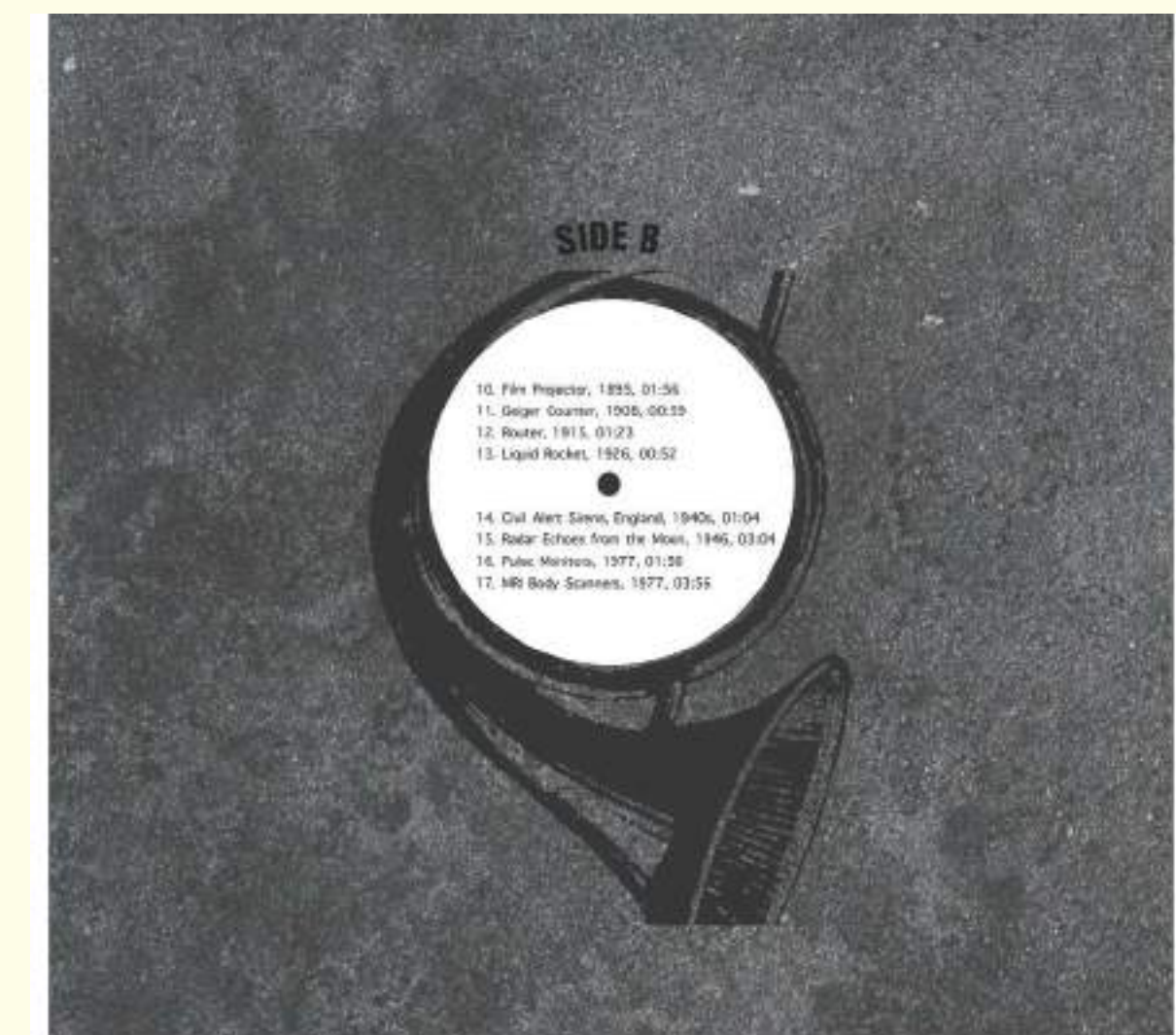
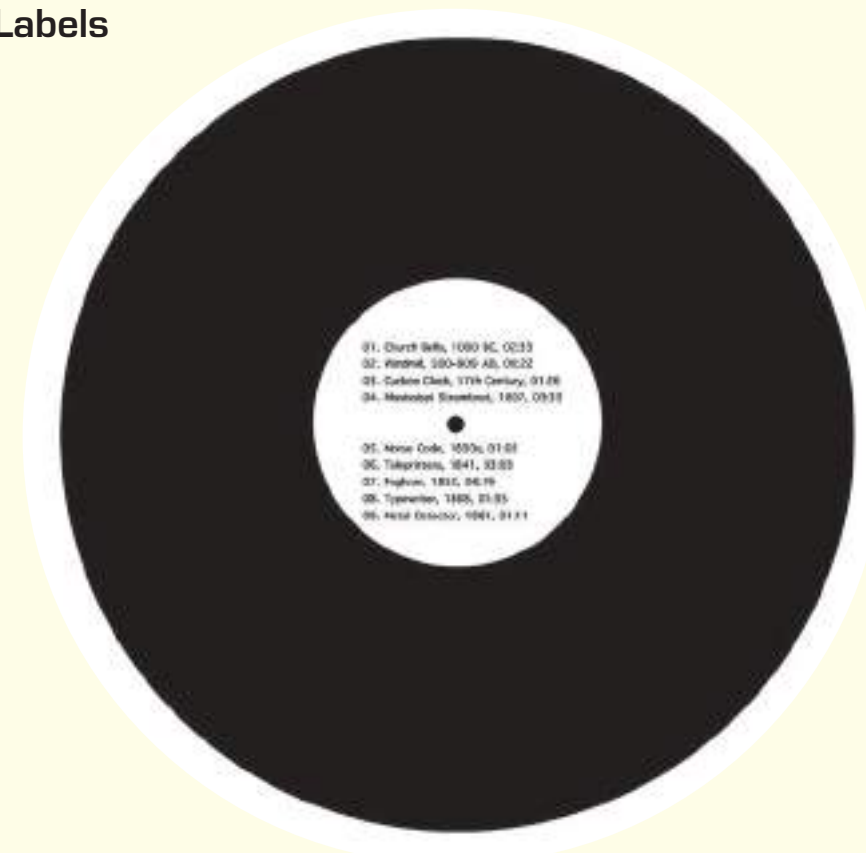
Back Jacket



Sleeves



Vinyls + Labels



WEEK 4

Second Proof

Type Studies

REVERBERATION

REVERBERATION

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REVERBERATION

REVERBERATION

REVERBERATION

REVERBERATION

REVERBERATION

R E V E R B E R A T I O N



- 01. Church Bells, 1000 BC, 02:33
- 02. Windmill, 500-900 AD, 00:22
- 03. Cuckoo Clock, 17th Century, 01:26
- 04. Mississippi Steamboat, 1807, 03:33
- 05. Morse Code, 1830s, 01:03
- 06. Teleprinters, 1841, 03:03
- 07. Foghorn, 1853, 06:19
- 08. Typewriter, 1868, 01:35
- 09. Metal Detector, 1881, 01:11

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- 07. Foghorn, 1853, 06:19
- 08. Typewriter, 1868, 01:35
- 09. Metal Detector, 1881, 01:11

R E V E R B
E R A T I O N

REVERB
▶ERATION

**REVERB
ERATION**



HEARD &
NOT SEEN
HEARD &
NOT SEEN

A Sound Art Anthology from the
Walker Art Centers Archives



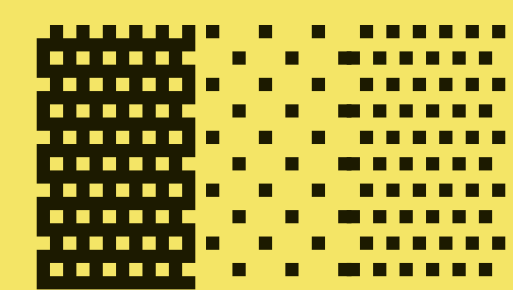
REVERB
ERATION

REVERB
ERATION

REVERB
ERATION



reverberation. reverberation. reverberation.



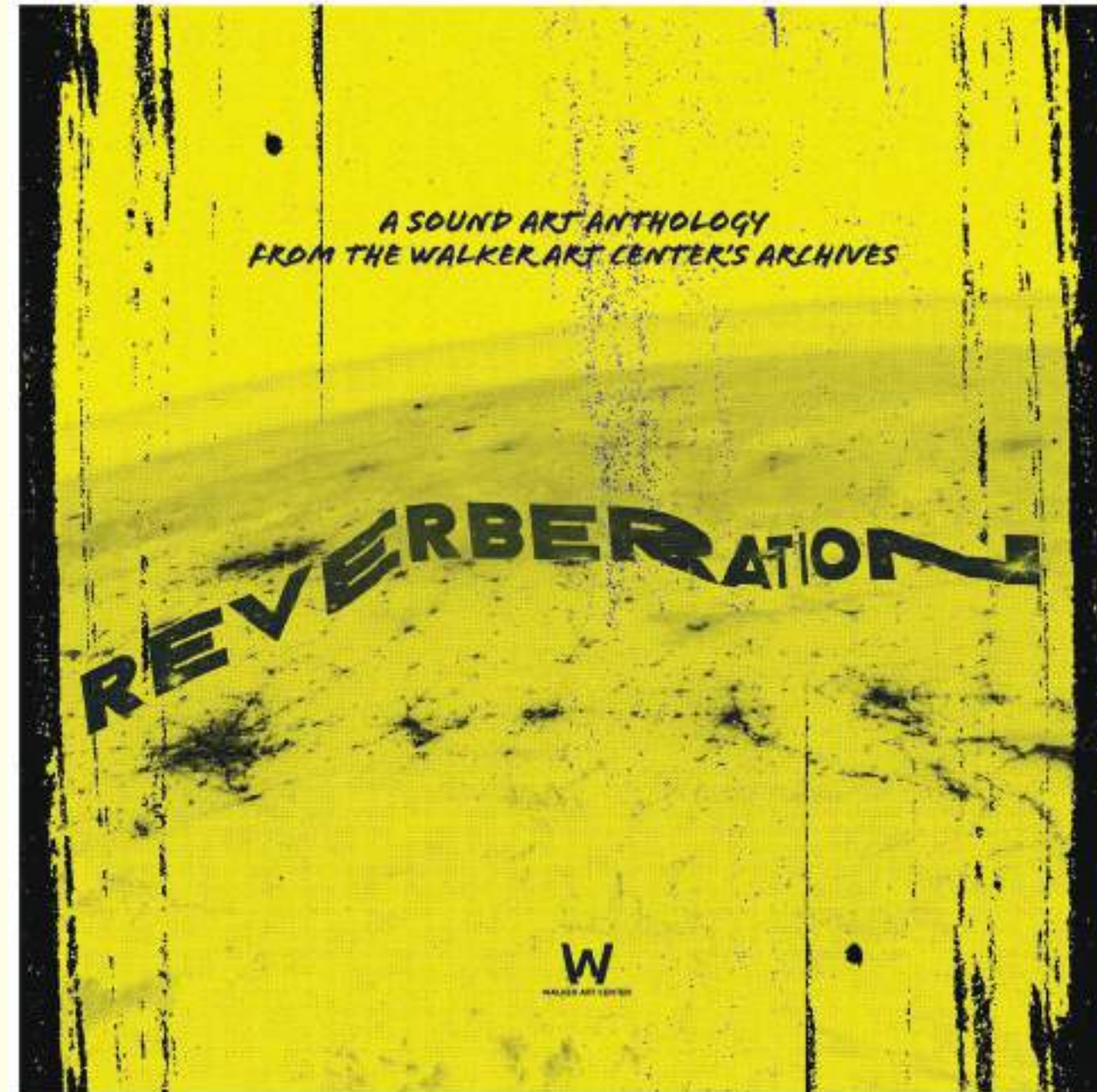
reverberation.
**reverb
eration.**

Acetate Collage



First Fine Tune Idea

Front Jacket



Back Jacket



Sleeves



Vinyls + Labels



Second Fine Tune Idea

Front Jacket



Back Jacket



Sleeves



Vinyls + Labels

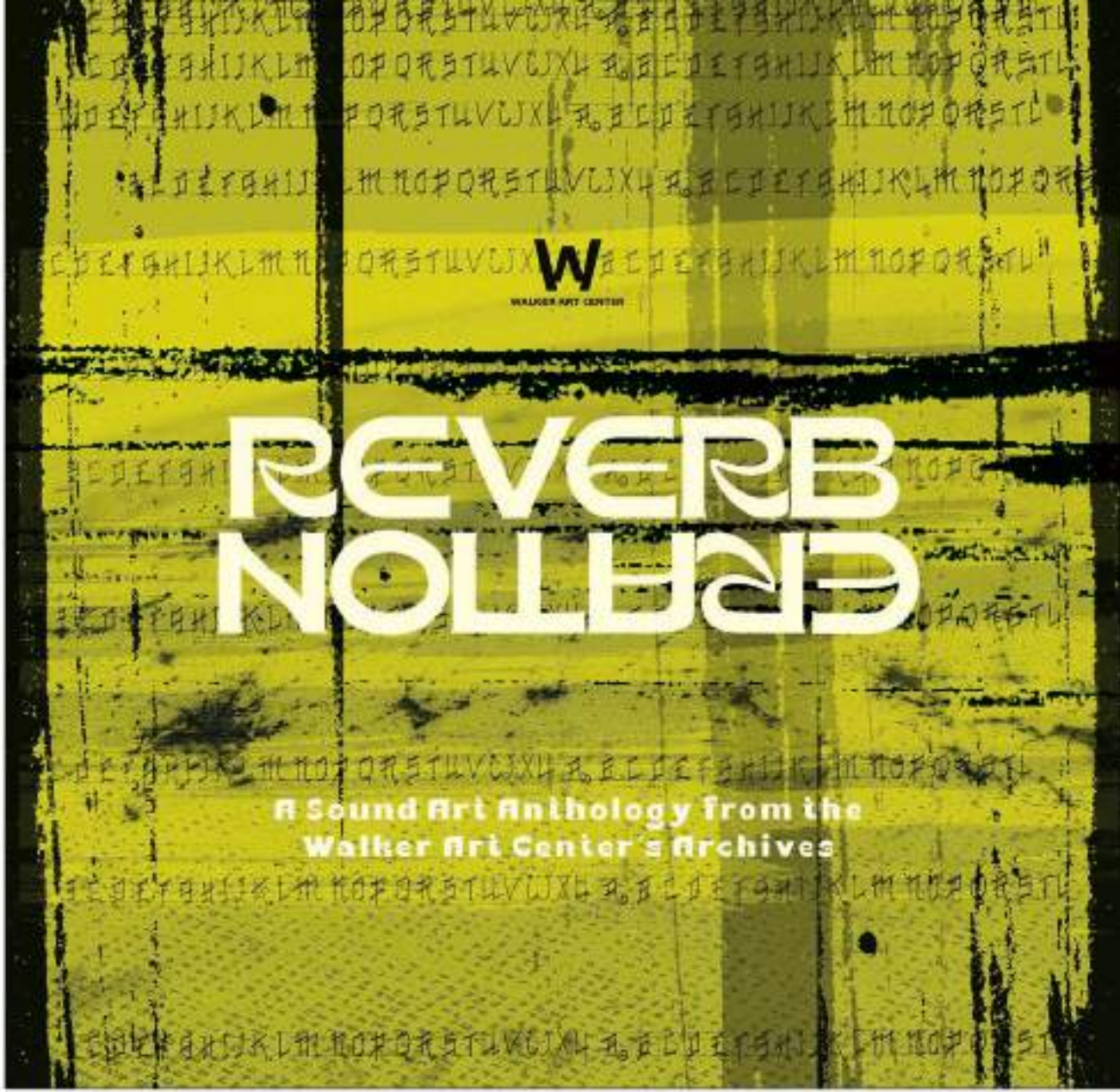


WEEK 5

Third Proof + Mockups

Final Idea

Front Jacket



Back Jacket

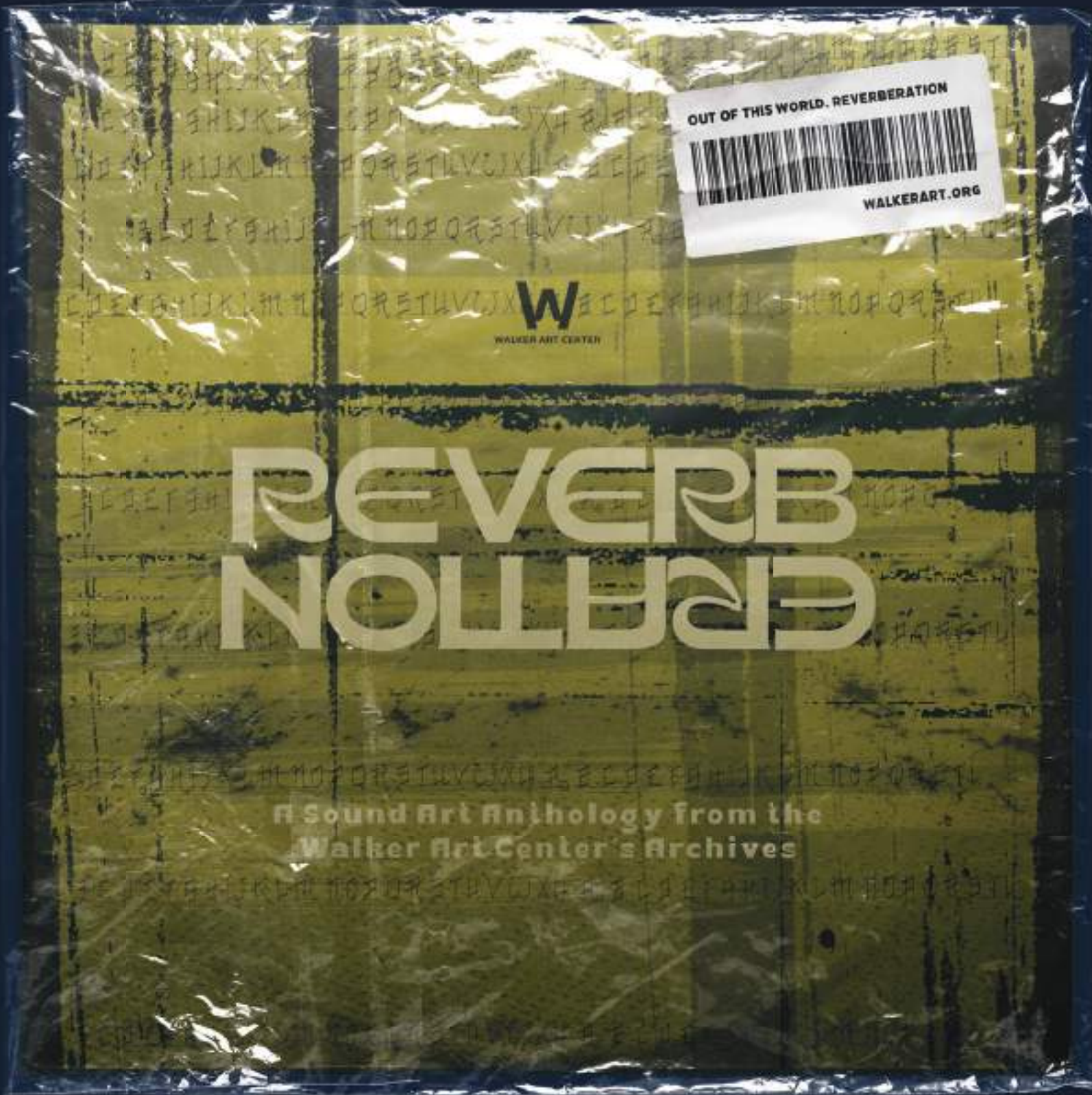


Sleeves



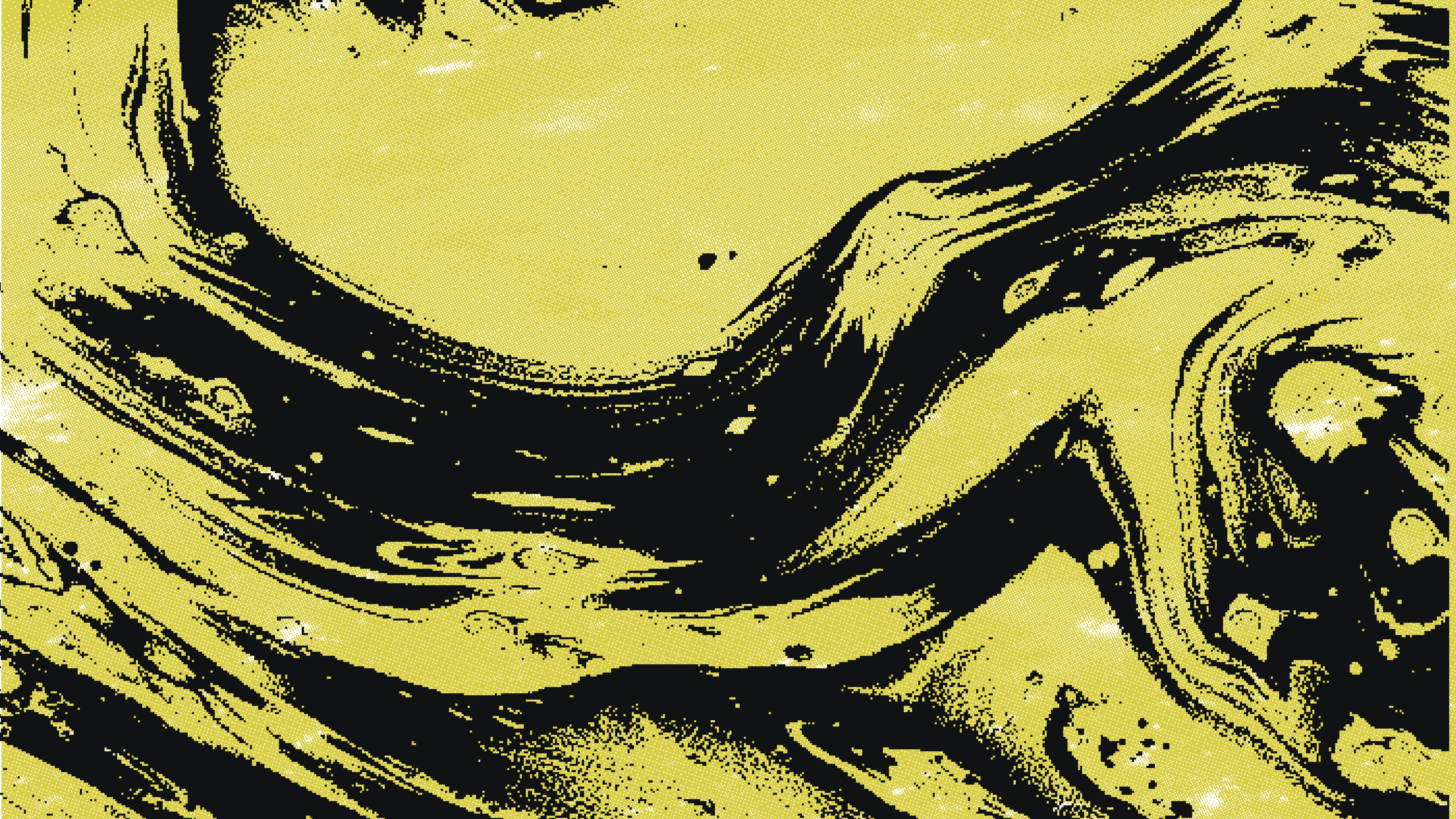
Vinyls + Labels













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NOLLERD